

to another electronic device (i.e., host or server) offering content or service. Through dynamic identifiers, the seeking device is able to obtain information about the service/content being provided by the other electronic device, and, by the same token, the server electronic device may obtain, from the client's name, such information as priority information, device type, software version information, etc. This enables the electronic device offering the content/service to more efficiently obtain and process the information pertaining to the seeking device.

[0132] In still another example, in areas such as airports where there are many information display units (e.g., monitors, signs, information booths, etc.), not all of the display units may be rendering information that is relevant to a nearby user. Taking an airport as an example, the departure information may not be displayed in every display unit of the airport. Thus, it may be advantageous to guide a passenger to the nearest display device that is currently rendering the departure information. Thus, the electronic device offering the appropriate content/service and the seeking device (e.g., a portable device carried by the passenger) may incorporate their global positioning system (GPS) locations into their respective dynamic identifiers. In such a case, the user of the seeking device (i.e. a passenger) may be provided with directions (e.g., go straight/left/right) or a map to the nearest display device (e.g., television, large format displays (LFD)) that is currently displaying the departure information. With multicast audio/video, the content played on one LFD/kiosk may be available to more than one client. Therefore, the passengers and customers may easily find and browse through the offered information around his environment.

[0133] In still yet another example, many public areas are provided with information kiosks or large format displays (LFD), which may display information about the layout of an area, building, or the like. In airports, for examples, large format displays may be used to disseminate information about arrivals, departures, available facilities, maps, shopping information, promotions, etc. However, the reach of the kiosks or the LFDs are limited to the audience who are within the visual range of the kiosks and the LFDs. However, by implementing one or more embodiments of the present disclosure, the kiosks/LFDs may transmit additional data pertaining to arrivals, departures, available facilities, a layout, shopping information, promotions, etc. as part of the kiosks' and LFDs' dynamic identifiers. As illustrated in FIG. 16, a kiosk/LFD providing arrival information, for example, may be assigned a dynamic identifier of "LFD-Arrival" 1601. Likewise, another kiosk/LFD providing departure information, for example, may be assigned a dynamic identifier of "LFD-Departure" 1602. Yet another kiosk/LFD that provides promotion information may be assigned a dynamic identifier of "LFD-Promotion" 1603, and so on. By doing so, any user who is within the wireless range of the various kiosks/LFDs can receive the necessary data and need not be in the visual range of the kiosks/LFDs. In addition, when one of the kiosk or LFD changes its displayed content (e.g., arrivals to departures), the dynamic identifier of the device may also change accordingly.

[0134] FIG. 17 illustrates yet another scenario in which devices may be searched and filtered based on dynamic identifiers received. At the recipient device side, a user may filter devices based on keywords. For example, a recipient device 1707 may receive dynamic identifiers from a plurality of devices 1701. The recipient device 1707 may include

an option for performing a search 1702. When the user performs a search 1703, the recipient device 1708 may now depict dynamic identifiers 1704 of the devices that satisfy the search query 1703. The user at the recipient device 1709 can perform a different search 1705, and the recipient device 1709 may display dynamic identifiers 1706 of only those devices that satisfy the search query 1705.

[0135] In yet another example, a user having a seeking device obtain information about what television program is being displayed on a television set in an adjacent room without actually visiting the room because the content information will be available as part of the name of the TV when the user browses the available Bluetooth/Wi-Fi devices in the vicinity. The dynamic identifier may also be used to provide parental guidelines information (e.g., TV-G, TV-Y, TV-14, TV-MA, G, PG, PG-13, R, etc.) of the programming. Parents can thus monitor what is being watched on the TV without being present in the room where the TV is located.

[0136] While specific language has been used to describe the disclosure, any limitations arising on account of the same are not intended. As would be apparent to a person in the art, various working modifications may be made to the method in order to implement the embodiments as taught herein.

[0137] The figures and the foregoing description give examples of various embodiments. Those skilled in the art will appreciate that one or more of the described elements may well be combined into a single functional element. Alternatively, certain elements may be split into multiple functional elements. Elements from one embodiment may be added to another embodiment. For example, orders of processes described herein may be changed and are not limited to the manner described herein. Moreover, the actions of any flow diagram need not be implemented in the order shown; nor do all of the acts necessarily need to be performed. Also, those acts that are not dependent on other acts may be performed in parallel with the other acts. The scope of the embodiments is by no means limited by these specific examples. Numerous variations, whether explicitly given in the specification or not, such as differences in structure, dimension, and use of material, are possible. The scope of the embodiments is at least as broad as given by the following claims.

We claim:

1. A method of assigning an identifier to one of an electronic device and a connection offered by the electronic device, the method comprising:

detecting at least one of content information pertaining to content being offered by the electronic device, service information pertaining to a service being offered by the electronic device, and application information pertaining to an application running on the electronic device; and

providing the identifier to one of the electronic device and the connection offered by the electronic device, the identifier being based on at least one of the content information, the service information, and the application information.

2. The method as claimed in claim 1, further comprising detecting at least one multimedia application running on the electronic device, the at least one multimedia application offering one of content and the service.

3. The method as claimed in claim 1, wherein the identifier is further based on at least one of a location of the